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ASUS Announces new ASUS MeMO Pad 7

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ASUS ANNOUNCES NEW ASUS MEMO PAD 7

Stylish 7-inch Full HD tablet with super quad-core power unveiled at IFA

Berlin, Germany (3rd September, 2014) - ASUS today announced the new MeMO Pad 7 (ME572C/CL), a 7-inch Android 4.4 (KitKat) tablet featuring a Full HD IPS display, 64-bit quad-core Intel Atom Z3560 processor (up to 1.83GHz), and optional 4G LTE connectivity in a thin, lightweight and stylish design. Inspired by clutch bags and wallets, MeMO Pad 7 has a unique, elegant look that, combined with its powerful functionality, makes it the perfect everyday companion and fashion essential.

ASUS MeMO Pad 7 is available in three gorgeous colors with luxurious accompanying textures that lend each device a sophisticated flair and its own unique style. The Rose Champagne model has a rich lustrous finish that shimmers in the light, the Burgundy Red model has an elegant dark lacquer coating reminiscent of a grand piano, and the Gentle Black model has a refined, non-reflective texture with the look and feel of fine leather.

ASUS MeMO Pad 7 is built to provide incredible entertainment experiences. Its Full HD IPS display, enhanced with ASUS TruVivid technology, delivers a stunningly sharp image that looks great from almost any angle. MeMO Pad 7 comes equipped with a 5-megapixel (MP) rear-facing, autofocus camera and a 2MP front-facing camera, as well as PixelMaster technology for capturing great-looking photos and videos.

Inside ASUS MeMO Pad 7 is a 64-bit quad-core Intel Atom Z3560 processor that delivers powerful, energy-efficient performance for the latest apps and games. MeMO Pad 7 is available in two versions: a Wi-Fi-only model (ME572C), and a 4G LTE/Wi-Fi model (ME572CL) for ultra-fast mobile data speeds.

ASUS MeMO Pad 7 comes with ASUS ZenUI, the ASUS-exclusive mobile user interface developed around the concepts of freedom, expression and connection. Featuring a new visual design made to be efficient and inviting, it contains modern 'flat' icons, vivid color themes, animations, new notification sounds, and a clean layout to present information clearly.

PHOTOS

INCREDIBLE ENTERTAINMENT

The centerpiece of MeMO Pad 7 is its 7-inch, Full HD (1920 x 1200 resolution) IPS display. With an ultra-high pixel density of 323 pixels per inch (ppi), MeMO Pad 7's display packs over 2.3 million pixels for razor-sharp graphics and text. IPS technology delivers a wide 178-degree viewing angle and accurate color reproduction, while ASUS TruVivid technology improves color clarity and brightness. Combined, these technologies ensure a fantastic picture for immersive entertainment experiences and general daily use.

While movies, photos, and music look and sound great on MeMO Pad 7, it also serves as a portable entertainment hub that makes it easy to enjoy multimedia content on other devices. Miracast support allows users to stream movies and photos wirelessly to a large screen TV or external display, ideal for sharing with friends and family. MeMO Pad 7 also supports CSR aptX, which lets users stream CD-quality audio wirelessly over Bluetooth to supported headphones and other devices.

MeMO Pad 7 has a 5MP rear-facing, autofocus camera and a 2MP front-facing camera to cover a wide range of picture-worthy moments, from everyday snapshots and selfies to creative photography sessions. MeMO Pad 7 features PixelMaster, an exclusive ASUS camera technology comprising a set of features including Time Rewind Mode and Selfie Mode that improve camera performance and make it easier for users to capture great photos and videos.

FAST, EFFICIENT PERFORMANCE

MeMO Pad 7 is powered by a 64-bit quad-core Intel® Atom™ Z3560 processor that delivers powerful, energy-efficient performance for smooth web browsing, responsiveness when running high-performance applications, and long battery life.

MeMO Pad 7 is available in Wi-Fi-only and LTE/Wi-Fi versions. The LTE/Wi-Fi version features an Intel XMM™ 7160 LTE modem that provides ultra-fast connectivity for high-speed web browsing, streaming video, and music. It is optimized for low power consumption for improved battery life in active and standby modes. MeMO Pad 7 supports the most common LTE bands for global mobility and use in many major markets around the world.

"Consumers have high expectations of their tablets nowadays – they increasingly rely on tablets for usages that require high processing power and connectivity. The ASUS MeMO Pad 7 ME572C/CL fulfils these needs by combining the lighting-fast performance and long battery life provided by the Intel Atom processor, with the option of ultra-fast LTE connectivity enabled by the Intel XMM 7160 modem," said Erik Reid, Vice President of Intel Mobile and Communications Group and General Manager of the Tablet Business Unit.

SLIM, LIGHT, AND STRONG

Made with a fiberglass body and duralumin frame, MeMO Pad 7 is strong and durable, yet has an incredibly slim design. Only 8.3mm thick and weighing just 269g, the redesigned MeMO Pad 7 is thinner, lighter, and even more portable than its predecessor. MeMO Pad 7 incorporates ergonomic design elements such as rounded edges that make it comfortable to hold and use.

100-WORD SUMMARY

ASUS today announced the new MeMO Pad 7 (ME572C/CL), a 7-inch Android 4.4 (KitKat) tablet featuring a Full HD IPS display, 64-bit quad-core Intel® Atom™ Z3560 processor, and optional 4G LTE connectivity in a thin, lightweight, stylish, and durable design. MeMO Pad 7 comes with ASUS ZenUI, the ASUS-exclusive mobile user interface. Inspired by clutch bags and wallets, MeMO Pad 7 has a unique, elegant look that, combined with its powerful functionality, makes it the perfect everyday companion and fashion essential. MeMO Pad 7 is available in three luxurious textured finishes and sophisticated colors, including Rose Champagne, Gentle Black, and Burgundy Red.

ABOUT ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,256 awards in 2013 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 13,600 employees around the globe with a world-class R&D team of 4,500 engineers. Company revenue for 2013 was approximately US$14 billion.

Specifications[1]	
Model	ASUS MeMO Pad 7 (ME572)
Processor	Intel® Atom™ Processor Z3560 (up to 1.83GHz)
Operating System	Android™ 4.4 (KitKat)
Display	7-inch, LED backlit WUXGA (1920 x 1200) IPS panel, 10 finger multi-touch support, Anti-fingerprint coating
Cameras	5MP rear with autofocus | 2MP front
Memory & storage	2GB RAM 16GB/32GB eMMC 5GB ASUS WebStorage with an additional 11GB free for the first year micro SD card reader (up to 64GB SDXC)
Networks	LTE FDD Cat4 DC-HSPA+ UL: UL:5.76 Mbit/s/DL:42 Mbit/s LTE UL:50 Mbit/s/DL:150 Mbit/s 3G : WCDMA : 800/850/900/1700/1900/2100 2G : EDGE/GSM : 850/900/1900/1800 4G: LTE: 800/850/1700/1800/1900/2100/2600
Wireless	802.11b/g/n Wi-Fi | Bluetooth 4.0
Connectivity	2 x High quality speakers 1 x Micro USB 1 x Headset jack (headphone/MIC-in) 1 x Digital microphone 1 x Micro SD card reader, up to 64GB SDXC 1 x SIM tray (ME572CL only)
Sensors	GPS | GLONASS | G-sensor | Ambient light sensor | Hall sensor
Battery	Li-polymer 15Wh for up to 11 hours [2]
Colors	Rose Champagne | Gentle Black | Burgundy Red
Size	114.4 x 200 x 8.3mm
Weight	269g (ME572C) | 279g (ME572CL)

[1] Specifications, content and product availability are all subject to change without notice and may differ from country to country. Actual performance may vary depending on applications, usage, environment and other factors.
[2] Measured with 720p HD video playback, 100cd/m2 brightness, Wi-Fi turned on, and default volume with headphones.

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